

**GENERAL:**

- There are no half day rates in Television commercials.
- A shoot day is 10 hours inclusive of 1 hour lunch.
- The day rate is payable every day the Artist / Model are on set.
- **Featured:** Practitioner has **90 days** from date of shoot to notify Agent whether Artist / Model are featured or not. Should the Artist / Model be featured, payment will be backdated **60 days** from date of shoot.
- **Cut Downs:** Cut Downs are permitted, provided **no new or additional footage** is used and the usage falls within the original contract period. Should new or additional footage be used or if the Cut Down is used outside of the original contractual period another usage fee becomes payable.
- **The Making of:** The Making of, also known as behind – the – scenes, is a documentary film that features the production, footage filmed of the production showing the process of the shoot as it progresses and the people involved in that process. It may **only** feature talent who are featured in the commercial / stills and who were paid usage fees for the medium on which it is being used. It is not a separate commercial and cannot be used to advertise the product, and is clearly seen as the Making of and is free of charge.
- **Public Location:** Is the use of material on a Television Screen that falls outside the Broadcast of a Public Broadcaster.

**RENEWALS:**

- If the Practitioner takes a 2 year buy-out, for example, and pays for the 2 year buy-out in advance, no escalation applies.
- 2<sup>nd</sup> Consecutive year: PMA / SAPAMA – 150% of 1<sup>st</sup> year usage.  
NAMA – 125% of 1<sup>st</sup> year usage.
- 3<sup>rd</sup> Year onwards: 25% of the previous year usage compounded. Practitioner must notify Artist / Model / Agent no later than 30 days prior to the expiry date of the usage period, in writing, of their intention to renew.

**ADDITIONAL FEES:**

- **Hold Day:** 100% of Day rate per day.
- **Weather Day:** 100% of Day rate per day.

**ADDITIONAL FEES(CONTINUE):**

- **Travel Day:** 50% of Day rate per day.  
Becomes applicable when shoot is 60 km's away.
- **Rehearsal:** 50% of Day rate
- **1st Call Back:** May not exceed 2 consecutive hours.  
Thereafter 15% of Day rate per hour or part thereof.
- **2<sup>nd</sup> / 3<sup>rd</sup> Call Backs:** 15% of Day rate per hour or part thereof.
- **Fittings:** 1<sup>st</sup> 2 Hours free. Thereafter R250 per hour or part thereof.  
2<sup>nd</sup> Fitting – R500.  
3<sup>rd</sup> Fitting – R750.
- **Overtime:** 15% of Day rate per hour or part thereof for 1<sup>st</sup> 4 hours.  
Then 20% per hour or part thereof.
- **Rejection Fee:** 100% of Day rate.
- **Topless:** 1 ½ times of Day rate.
- **Nude:** Double the Day rate.
- **Night Shoots:** Normal Day rate applies. Will be 10 hours regardless of what time the artist is called.
- **Holding Fee:** Calculated at 1/12th of the usage fee for all the media as stipulated in S12.2 and S14.3 per month, the fee is calculated from 60 days from the shoot date, and notification from the Practitioner is accepted up to 90 days from the date of shoot or first flighting date in S9.
- **Cancellation:**
  - Less than 72 hours but not less than 48 hours prior to the date of the shoot, the Performer will be paid 25% of the call fee as in S14.2 or R500, whichever is the greater.
  - Less than 48 hours but not less than 24 hours prior to the date of the shoot, the Performer will be paid 50% of the call fee as in S14.2 or R500, whichever is the greater.
  - Less than 24 hours, the Performer will be paid the full call fee as in S14.2.
  - In the event of the entire shoot being cancelled less than 5 working days prior to the day of the shoot, a cancellation fee will be negotiated, which fee shall not exceed a total of 50% of the total fee in S14.1

USAGE MEDIUM CALCULATIONS		
LOCAL - SOUTH AFRICA	INTERNATIONAL	
<b>1<sup>ST</sup> MEDIUM</b>	<b>1<sup>ST</sup> MEDIUM</b>	
<p>If not advertised on Television your Secondary Mediums, as listed below, becomes your Primary Medium:</p> <ul style="list-style-type: none"> <li>• Television.</li> <li>• Cinema.</li> <li>• Public Location.</li> <li>• Internet – Corporate website, Social Media and Blogs.</li> <li>• Direct Digital Marketing: E mails, MMS, Free Downloads.</li> </ul>	<p>If not advertised on Television your Secondary Mediums, as listed below, becomes your Primary Medium:</p> <ul style="list-style-type: none"> <li>• Television.</li> <li>• Cinema.</li> <li>• Public Location.</li> <li>• Internet – Corporate website, Social Media and Blogs.</li> <li>• Direct Digital Marketing: E mails, MMS, Free Downloads.</li> </ul>	Day rate X country % concerned
<b>2<sup>ND</sup> MEDIUM</b>	<b>2<sup>ND</sup> MEDIUM</b>	
<b>Television is never a Secondary Medium.</b>	<b>Television is never a Secondary Medium.</b>	
Cinema.	Cinema.	Day rate X country % X 25%
Public Location – 1 Year.	Public Location – 1 Year.	Day rate X country % X 37.5%
Public Location – 6 Months.	Public Location – 6 Months.	Day rate X country % X 25%
Internet – Corporate website, Social Media and Blogs,	Internet – Corporate website, Social Media and Blogs.	Day rate X country % X 37.5%
Direct Digital Marketing – E mails, MMS, Free Downloads.	Direct Digital Marketing – E mails, MMS, Free Downloads.	Day rate X country % X 25%
Payable Downloads.	Payable Downloads.	To be negotiated with Agent
<p><b>For more detailed information and further calculations please consult Annexure 3 - Local and Annexure 4 – International.</b></p>		